

12/6/95

**2-PACK WITH KEY CHAIN  
CARTON WITH T-SHIRT  
LEGENDS  
OKLAHOMA CITY**

EXP	INCENTIVE	QTY	UNIT COST	REDEMP.	TOTAL
<b><u>2-PACK - 50% RM pen.</u></b>					
	LIGHTER (SCRIPTO)	19,920	\$0.68	100%	\$13,546
	20 DEAL SET SELL/PK	996	\$4.00	100%	\$3,984
	PACKAGING & PRINTING OF PKG	19,920	\$0.33	100%	\$6,574
	POSTER	996	\$0.85	100%	\$847
	Dangler	996	\$0.75	100%	\$747
	BROCHURE	19,920	\$0.15	100%	\$2,988
	COUNTER CARD	996	\$1.00	100%	\$996
<b><u>CARTON STICKER - 50% RM pen.</u></b>					
	T-SHIRT	3,020	\$3.03	100%	\$9,151
	20 DEAL DISPLAY	151	\$15.00	100%	\$2,265
	PACKAGING & PRINTING OF PKG	3,020	\$1.29	100%	\$3,896
	POSTER	151	\$2.50	100%	\$378
	Dangler	151	\$1.00	100%	\$151
	BROCHURE	3,020	\$0.15	100%	\$453
	COUNTER CARD	151	\$1.00	100%	\$151
<b><u>ARTWORK</u></b>					
	MADDEN				\$10,000
	AGENCY				\$17,000
	MISC.				\$5,000
	CONTEST-RETAILER/SALESREP TRIP				\$2,000
	TOTAL PROGRAM COSTS				\$80,125
	FAVORABLE/(UNFAVORABLE)				\$0
	<b>TOTAL CITY BUDGET</b>				<b>\$80,125</b>
	<b>SIX EVENTS</b>				<b>\$480,748</b>
	UNITS MOVED:				
	RETAIL PACK				796,800
	RETAIL CARTON				604,000
					<hr/> <hr/> 1,400,800
	COST PER THOUSAND				\$57.20

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